

Mar. 9. 2011 6:50PM

STRAUB & POKOTYLO(S) TRANSMITTAL

No.2176 P. 3

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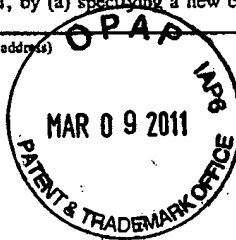
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12/10/2010

Straub & Pokotylo
788 Shrewsbury Avenue
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03/10/2011 CCHAUE 00000009 501049 10749110

01 FC:1501 1510.00 DA
 02 FC:8001 3.00 DA

John C. Pokotylo (Depositor's name)
John C. Pokotylo (Signature)
March 9, 2011 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO	CONFIRMATION NO
10749,110	12/29/2003	Chad Lester	GOOGLE-33/APP (GP-086-00-	3154

TITLE OF INVENTION: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

APPLN TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$0	\$0	\$1510	03/10/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
GILLIS, BRIAN J	2441	709-224000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached
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- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 **John C. Pokotylo**
 2 **Straub & Pokotylo**
 3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment

(A) NAME OF ASSIGNEE

GOOGLE, INC.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

MOUNTAIN VIEW, CALIFORNIA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2)

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Authorized Signature

John C. Pokotylo
John C. Pokotylo

Date

March 9, 2011

Typed or printed name

Registration No.

36,242

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